

# Perception of Western Food Consumers: The Potential of Halal Products Industry in Bekasi, Indonesia

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# Perception of Western Food Consumers: The Potential of Halal Products Industry in Bekasi, Indonesia

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## Article Info

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**Abstract:** The purpose of this study is to map the perception polarization of western food consumers in Bekasi. The research was conducted in 5 Malls in Bekasi City, the samples used were 150 consumers, and Dimentional Analysis (DIAN) was used to analyze the research results. Research results show that Bekasi, which is an area with a majority of Muslims, makes the halal concept in food a matter of considerable concern. By using the Madian K Sample Compatibility Test and comparing the Asymp Sig value, the output of transmitting data with alpha value (5%) then the results show that there are differences in perceptions between consumers of the five Malls in Bekasi (Asymp Sig. 0.00), while the motivation and consumer preferences of the five Malls have no differences. 0.730 and 0.901). Metropolitan Mall generally has a fairly high variety of visitors both ethnically, religiously and culturally, so their perception and motivation are quite diverse for halal concepts on western food. Unlike the other four Malls, they have almost the same perceptions and motivations related to halal concepts in the western food.

## Article History

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## I. Introduction

In the past 5 years, the culinary business in Indonesia has been growing, this is partly due to the needs and lifestyle of the increasingly high population. the increase in culinary business was triggered because of the needs of the people in big cities. The community's lifestyle is claimed to make the culinary business more promising.

The modern lifestyle of the people today has an impact on consumption patterns and people's

preference for food. The number of new types raises a variety of choices for consumers. One type of culinary that is very popular among the people is western food. In today's community life style, western food has a psychological impact on them by increasing pride and pride [1].

Indonesia has a considerable amount of social and cultural diversity, the majority of Indonesian residents are Moslems. So issues are becoming a strategic issue related to the social development in Indonesia. Islam regulates many things about halal

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haram including food. Food is not only fulfilling human biological needs but furthermore food is the identity of a society that reflects the social, cultural and economic life of a community [2].

Today, Indonesia has experienced a lot of progress, including in the culinary field, finally the western food stalls from the middle class down to the restaurant level are everywhere [3]. It is unfortunate because it turns out that culinary development is not accompanied by understanding and awareness of the prohibition on the use of substances that are dangerous to consume. This phenomenon is sad in a country where the majority of the population is Muslim, such as in Indonesia [4]. Food occupies a position that is very urgent in Islam, not only in terms of health, but closely related to moral ethics that are directly proportional to faith and piety. Foods that enter a person's body are believed to have an impact on attitudes and behavior. So Islam gives a rule to always pay attention to every food consumed. These foods must meet the halal and good criteria (halālanthayyiban).

One urban area in Indonesia that has a high level of food consumption is Bekasi. Bekasi is one of the supporting regions of the Capital City with a large population, every year the population of the Bekasi District has experienced a significant increase, even increasing to 100,000 (one hundred thousand) per year [5]. Physically, the growth of Bekasi can be seen from the growth of Mall in the center of the City which contains a lot of western food restaurants.

The high rate of population growth in Bekasi and the high population of the Muslim community in Bekasi are interesting in the study of "halal food", the first question that arises is how they perceive halal concepts in western restaurants that they often visit. This is interesting to be studied further by researchers, it is hoped that this research can be a reference in developing the culinary sector based on "halal food" in Bekasi.

## II. METHODOLOGY

**Location and Research Sample** The study was conducted in the city of Bekasi by involving consumers of western restaurants in 5 malls in Bekasi. The mall is; Metropolitan Mall, Blu Plaza, Summarecon Mall, Grand Galaxy Park and Revo Town. The sample involved was 150 people, obtained accidentally with a proportion of 30 samples per Malls.

**Data Analysis.** The primary data recapitulation results will then be processed using the Dimensional Analysis (DIAN) method. DIAN is a modification of several analysis models that were previously widely known; such as MDS (Multi Dimensional Analysis), CA (Correspondent Analysis) and IPA (Important Performance Analysis). DIAN uses 3 variables: Perception, Motivation and Preference. As for the processing, DIAN adopts a data processing pattern on Important Performance Analysis (IPA) [6]

## RESULT AND DISCUSSION

Base on the recapitulation of the primary datas that collected from western restourants in five malls at Bekasi, the profile respondents will shown in table 1.

Table 1. Profile respondents

Mall	Gender		Education			Income/ mounth (Rupiah)		
	F	M	< High School	Diploma and Bachelor	Postgraduate	< 3.000.000	3.000.000 – 5.000.000	> 5.000.000
Metropolitan Mall	17	13	11	12	7	14	12	4
Blu Plaza	15	15	5	21	4	7	17	6
Summarecon Mall	18	12	9	13	8	9	16	5
Grand Galaxy Park	15	15	14	11	5	11	10	9
Revo Town	16	14	15	12	3	10	13	7
Total	81	69	54	69	27	51	68	31

Source : Processed data, 2018

Based on these data it appears that the majority of respondents are women with the most education are

Diploma and Bachelor. While in terms of income, western restaurant consumers at the five Malls in Bekasi are between 3 million and 5 million rupiah.

Table 2. Perception, Motivation And Preference of Respondents

	Prefensi	Motivasi	GAP (Pf-Mo)	Prefensi	Persepsi	GAP (Pe-Pf)	Motivasi	Persepsi	GAP (Mo-Pf)
Metropolitan Mall	4	3	1	4	1	3	3	1	2
Blu Plaza	5	4	1	5	3	2	4	3	1
Summarecon Mall	6	5	1	6	3	3	5	3	2
Grand Galaxy Park	4	4	0	4	4	0	4	4	0
Revo Town	7	5	2	7	6	1	5	6	-1
Sum	26	21	5	26	17	9	21	17	4
C-Line	5,2	4,2	1	5,2	3,4	1,8	4,2	3,4	1

Source : Processed data, 2018

Table 2 shows the results of the questionnaire recapitulation on perceptions, motivations and preferences of 150 respondents involved in the study. By mapping consumers' perceptions, motivations and preferences from each Mall, it is hoped that they can extend every existing problem and then build a comprehensive strategy. By using the Median K Sample Compatibility Test and comparing the Asymp Sig value. the output of transmitting data with alpha value (5%) then the results show that there are differences in perceptions between consumers of the five Malls in Bekasi (Asymp Sig. 0.00), while the motivation and consumer preferences of the five Malls have no differences. 0.730 and 0.901).

### Costumer Perception, Motivation and Preferences

Perception is a process that makes a person to choose, organize and interpret the stimuli

received into a meaningful and complete picture of his world [7]. Some reserch suggested that in the same circumstances, a person's perception of something can vary, this is due to the selection process of various existing stimuli. In essence perception will relate to someone's behavior in making decisions about what is desired [8][9]. Perception comes from the interaction between two types of factors namely; stimulus factors and individual factors. Stimulus factors are physical characteristics of objects such as size, color, shape, and weight [10]. The appearance of a product, both packaging and characteristics, is able to create stimuli in one's senses, so as to create a perception of the product they see. While individual factors, namely the characteristics included in it are not only processes in the five senses but also similar experiences and the main impulses of an individual's own expectations [3]. Polarization of western food consumer perceptions is shown in figure 1 below,

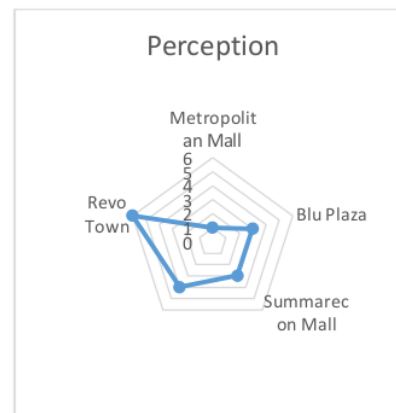


Fig.1. Polaritation of Costumers Perception

The study results (Figure 1) show that there is a very significant difference in perceptions between consumers of several malls in Bekasi.

Western consumers Revo Town has a high perception of halal concepts on western food. However, the tendency of consumer perceptions at Grand Galaxy Park, Blu Plaza and Summarecon Mall is relatively the same. This is because the majority of Revo Town consumers around Pekayon are the majority of Muslims, so their perception of halal food is quite high.

Motivation is a process that is internal or external to individuals that causes enthusiasm and consistency in doing certain activities [11]. Motivation basically comes from two sources, namely: first is intrinsic motivation, is motivation that comes from within an individual that influences people to behave or to move in a certain direction, and the second is extrinsic motivation, which is a functioning motivation because of the stimulation of outside [12]. Motivation polarization of each consumer in each Mall is shown in Figure 2 below,

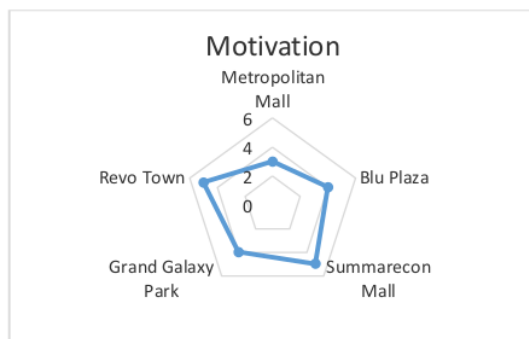


Figure 2. Polarization of Costumers Motivation

Figure 2 shows that there is no significant difference in motivation between consumers in the four Malls in Bekasi (Blu Plaza, Summarecon Mall, Grand Galaxy Park and Revo Town). While the motivation to consume food with halal labels on

western food is not too high for consumers at Metropolitan Mall, this is because visitors to Metropolitan Mall are quite diverse both in religion, ethnicity and culture.

Community preference appears in the alternative evaluation stage in the decision-making process, wherein at this stage consumers are faced with a variety of different choices [13]. Preference has an important role for each individual in looking at and deciding on a matter and preference is a process of whining all things that can be consumed with the aim [5] of obtaining a preference for a product or service [14]. The polarization pattern of western food consumer perception in each Mall can be seen in Figure 3 below,

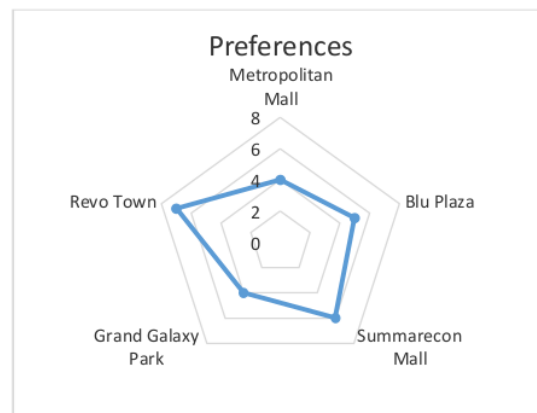


Figure 3. Polaritation of Costumers Preferences

In fact, consumers from each Mall choose and consume western food with halal content, this can be seen from the average perception score of each consumer in each Mall which is quite high (average 5.2). Bekasi is a region with a majority population of Muslims, even more broadly Indonesia is a country with a majority of Muslims, so that every food either western food that is



marketed will adopt the value of the idleness adopted by the majority of its people. So that western food marketed in Indonesia, especially Bekasi, the majority uses materials, processing and presentation with regard to halal concepts

### III. CONCLUSION

Bekasi, which is an area with a majority of Muslims, makes the halal concept in food a matter of considerable concern. Metropolitan Mall generally has a fairly high variety of visitors both ethnically, religiously and culturally, so their perception and motivation are quite diverse for halal concepts on western food. Unlike the other four Malls, they have almost the same perceptions and motivations related to halal concepts in the western food. Whereas in fact, the majority of them consume and choose food, especially western food with halal content in it, this is because every food (including western restaurant franchises) that enter Indonesia (as well as Bekasi) will adjust to the socio-cultural conditions that exist in the community in the region that. So that the food served at the western restaurant that is currently very concerned about halal content both in selecting the ingredients, process and presentation.

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